

## CLAIMS

That which is claimed is:

1. A concentrated composition to be diluted with water, said composition comprising:  
a suspension matrix having a concentration of water of less than about 5% by volume  
prior to dilution; and  
at least one surfactant dispersed in said suspension matrix.
2. The concentrated composition of claim 1 wherein said suspension matrix  
comprises at least one viscosity modifier.
3. The concentrated composition of claim 2 wherein said at least one viscosity  
modifier is selected from sodium chloride, ammonium chloride and potassium chloride.
4. The concentrated composition of claim 1 wherein said suspension matrix further  
comprises at least one fragrance.
5. The concentrated composition of claim 1 wherein said suspension matrix further  
comprises at least one dye.
6. The concentrated composition of claim 1 wherein said at least one surfactant is an  
anionic surfactant.
7. The concentrated composition of claim 1 wherein said at least one surfactant is a  
nonionic surfactant.
8. The concentrated composition of claim 1 wherein said at least one surfactant is a  
cationic surfactant.
9. The concentrated composition of claim 1 wherein said at least one surfactant is  
selected from sodium lauryl sulfate, cocamidopropyl betaine, lauramidopropylamine oxide,

sodium laurel sulfate, and sodium laurel ether sulfate.

10. The concentrated composition of claim 1 further comprising at least one active agent dispersed in said suspension matrix.
11. The concentrated composition of claim 10 wherein said at least one active agent is a topical medication.
12. The concentrated composition of claim 11 wherein said topical medication is selected from an anti-inflammatory, an anti-fungal, an antibiotic and an anti-irritant.
13. The concentrated composition of claim 10 wherein said at least one active agent is a pesticide.
14. The concentrated composition of claim 1 wherein said composition is a detergent.
15. The concentrated composition of claim 1 wherein said composition is a shampoo.
16. The concentrated composition of claim 1, wherein said at least one surfactant is suitable for use as a shampoo and wherein upon dilution of said composition with water, the ratio of said suspension matrix to said water is no less than about 1 to 13 wherein the concentration of said at least one surfactant in said diluted composition is no less than about 5% by volume.
17. The concentrated composition of claim 16, wherein said at least one surfactant is selected from sodium lauryl sulfate and cocamidopropyl betaine.
18. The concentrated composition of claim 1, wherein said at least one surfactant is suitable for use as a body cleanser and wherein upon dilution of said composition with water, the ratio of said suspension matrix to said water is no less than about 1 to 13 wherein the concentration of said at least one surfactant in said diluted composition is no less than about 4% by volume.

19. The concentrated composition of claim 18, wherein said at least one surfactant is sodium lauryl ether sulfate.

20. The concentrated composition of claim 1, wherein said at least one surfactant is suitable for use as an all-purpose detergent and wherein upon dilution of said composition with water, the ratio of said suspension matrix to said water is from about 1 to 50 to about 1 to 256 wherein the concentration of said at least one surfactant in said diluted composition is no less than about 1% by volume.

21. The concentrated composition of claim 18, wherein said at least one surfactant is sodium alkyl benzene sulfonate.

22. The concentrated composition of claim 1, wherein said at least one surfactant is suitable for use as a laundry detergent and wherein upon dilution of said composition with water, the ratio of said suspension matrix to said water is no less than about 1 to 256 wherein the concentration of said at least one surfactant in said diluted composition is no less than about 1% by volume.

23. The concentrated composition of claim 18, wherein said at least one surfactant is triethanolamine dodecyl benzene sulfonate.

24. The concentrated composition of claim 1, wherein said at least one surfactant is suitable for use as a window cleaner and wherein upon dilution of said composition with water, the ratio of said suspension matrix to said water is no less than about 1 to 256 wherein the concentration of said at least one surfactant in said diluted composition is no less than about 0.1% by volume.

25. The concentrated composition of claim 18, wherein said at least one surfactant is sodium lauryl sulphate.

26. A method for providing a liquid cleanser, said method comprising:

providing a suspension matrix having a concentration of water of less than about 5% by volume;

dispersing at least one surfactant in said suspension matrix; and  
diluting said suspension matrix with an amount of water.

27. The method of claim 16 further comprising dispersing at least one active agent in said suspension matrix.